Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009

Message Text

UNCLASSIFIED

PAGE 01 BRASIL 08177 071021Z
ACTION ARA-14

INFO OCT-01 EUR-12 ISO-00 SP-02 USIA-15 AID-05 EB-08
NSC-05 TRSE-00 SS-15 STR-05 OMB-01 CEA-01 CIAE-00
COME-00 FRB-01 INR-07 NSAE-00 XMB-04 OPIC-06
LAB-04 SIL-01 AGRE-00 PA-02 PRS-01 /110 W
----------113948 080124Z /20
R 062015Z OCT 77
FM AMEMBASSY BRASILIA
TO SECSTATE WASHDC 4049
INFO AMEMBASSY BOGOTA
AMEMBASSY LONDON
AMCONSUL RIO DE JANEIRO
AMCONSUL SAO PAULO

UNCLAS BRASILIA 8177

E.O. 11652: N/A
TAGS: EAGR BR CO
SUBJECT: GOB OFFICIALS CRITICIZE COLOMBIAN COFFEE MARKETING POLICY

1. MAJOR BRAZILIAN NEWSPAPERS RECENTLY CARRIED STATEMENTS BY GOB MINISTER OF INDUSTRY AND COMMERCE ANGELO CALMON DE SA AND IBC PRESIDENT CAMILO CALAZANS HIGHLY CRITICAL OF COLOMBIA'S COFFEE MARKETING STRATEGY. ACCORDING TO OCTOBER 5 JORNAL DO BRASIL (RIO), GAZETA MERCANTIL (SAO PAULO) AND CORREIO BRAZILIENSE (BRASILIA), ON OCTOBER 4 CALMON DE SA SAID, "EVERYBODY KNOWS THAT COLOMBIA'S COFFEE STOCKS ARE RIDICULOUSLY SMALL, BUT EVEN SO COLOMBIA EMBARKED ON A SUICIDAL POLICY OF SUCCESSIVE PRICE DECREASES AND THE RESULT IS THAT COLOMBIA CAN'T SELL COFFEE EVEN AT LOWER PRICES. NOW THAT COLOMBIA HAS GIVEN IN, EVERYONE WHO NEEDS TO BUY COFFEE IS WAITING FOR COLOMBIA TO LOWER ITS PRICE EVEN MORE."

2. IBC PRESIDENT CALAZANS ADMITTED THAT THE COLOMBIAN MARKETING STRATEGY WAS MAKING THINGS DIFFICULT FOR BRAZIL WHEN HE SAID (ALSO ON OCTOBER 4), "COLOMBIA SELLS ITS COFFEE FOR WHATEVER IT CAN GET WHEREAS BRAZIL ONLY SELLS IN ACCORDANCE WITH OUR
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SET PRICES (I.E., BRAZIL'S MINIMUM EXPORT REGISTRATION PRICE OF US$3.20/LB). WHAT COLOMBIA IS DOING MAKES MORE DIFFICULT THE EXECUTION OF BRAZIL'S POLICY, BECAUSE WHEN ONE COUNTRY IS SELLING FOR ANY PRICE THIS OBVIOUSLY COMPLICATES THE ACTION OF THE OTHER COUNTRY."
CRIMMINS

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: PRESS COMMENTS, COFFEE, MARKETS, POLICIES, PRICES
Control Number: n/a
Copy: SINGLE
Sent Date: 06-Oct-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1977BRASIL08177
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D770367-0564
Format: TEL
From: BRASILIA
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1977/newtext/t19771089/aaaacxis.tel
Line Count: 61
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: 9d578d35-c288-dd11-92da-001cc4696bcc
Office: ACTION ARA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 18-Jan-2005 12:00:00 am
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 1016255
Secure: OPEN
Status: NATIVE
Subject: GOB OFFICIALS CRITICIZE COLOMBIAN COFFEE MARKETING POLICY
TAGS: EAGR, BR, CO, (CALMON DE SA, ANGELO), (CALAZANS, CAMILO)
To: STATE
Type: TE
vdkvgwkey: odbc://SAS/SAS.dbo.SAS_Docs/9d578d35-c288-dd11-92da-001cc4696bcc
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